

ABSTRACT OF THE DISCLOSURE

This electronic camera changes display characteristics (such as brightness, contrast, and hue) of an image displayed on an electronic view finder (EVF) in accordance with characteristics (such as brightness and hue) of environment light. For example, as the brightness of environment light increases, the brightness of an image displayed on the EVF is reduced, or the hue of an image displayed on the EVF is changed in a direction opposite to that of changing the hue of the environment light. By the operation, the display characteristics of an image displayed on the EVF can be optimized in accordance with the characteristics of the environment light. By automatically displaying a live view on the EVF when the brightness of the environment light is high or displaying a pre-light emission image captured with a flash, the display states of the LCD and EVF are optimized.